

LARA CROFT LEAPS FROM ON-SCREEN ICON TO HOT COLLECTIBLE FIGURE

Playmates Toys Features Action Figures Based on Eidos Interactive's Top Selling Tomb Raider Series

From the all-time, best-selling third party title for the Sony Playstation comes the hottest name in video games, Lara Croft, brought to life in a whole new dimension. Playmates has taken this Tomb Raider cyber celebrity out of her virtual video game world and has placed her into the hands of figure enthusiasts everywhere.

Currently available is Playmates' debut 9-inch Lara Croft collectible in her wet suit with a display diorama. For 1999, Playmates plans a series of articulated 9-inch figures on display dioramas capturing scenes from the various Tomb Raider video games, as well as an assortment of 6-inch figures with Lara confronting her deadly video game enemies, or atop her classic Streetfighter motorbike. The ultimate Lara Croft collectible figure will debut later this year as Playmates takes realism up a notch with a 12-inch Real Talking Lara Croft collectible with fabric clothing, rooted hair and hundreds of voiced phrases from the video game franchise.

New for Playmates line of Tomb Raider figures for 1999:

Nine-inch Lara Croft figure, in Wet Suit

Lara Croft in her wet suit as she appears in Tomb Raider II, posed on an environmental base with harpoon gun and two removable pistols.

- Available: Currently
- Estimated Retail Price: \$19.99

Nine-inch Lara Croft figure, in Jungle Outfit

Lara Croft in her jungle outfit as she appears in the original Tomb Raider video game, on a fully detailed base with two removable hand guns.

- Available: April
- Estimated Retail Price: \$19.99

Nine-inch Lara Croft figure, in Area 51 Outfit

Lara Croft in her Area 51 outfit, as she appears in Tomb Raider III, with two removable hand guns and an M-16.

- Available: July
- Estimated Retail Price: \$19.99

Adventures of Lara Croft 6-inch action figure assortment

Includes exclusive 6-inch articulated Lara Croft action figures on an adventure display diorama facing off against adversaries from her video game adventures.

- Lara Croft faces a Bengal tiger
 - Lara Croft encounters a Great White shark
 - Lara Croft escapes the Yeti
- Available: June
 - Estimated Retail Price: \$9.99

Lara Croft 6-inch Action Figure with motorbike

Lara Croft figure sculpted in a bomber jacket atop her Streetfighter motorbike, on a London street display diorama, posed with turn and shoot action.

- Available: June
- Estimated Retail Price: \$19.99

Twelve-inch Realistic Talking Lara Croft figure

Highly detailed Lara Croft figure with authentic fabric fashion and rooted hair; the figure speaks hundreds of phrases from the Tomb Raider video game series.

- Available: July
- Estimated Retail Price: \$29.99

For additional information about Playmates' toys, including updated availability dates, media and consumers may visit the company's redesigned web site at <http://www.playmatestoys.com>. Consumers may also email toys@playmatestoys.com or phone Playmates Consumer Services at (714) 428-2095 with specific questions.

Playmates Toys Inc. is a fully-diversified entertainment company offering a balanced product portfolio of girls' and boys' toys, electronics and licensed properties. Its best-known brands include the Playmates Electronix line of games and toys; the classic Teenage Mutant Ninja Turtles®; action figures and accessories based on the "Star Trek®" franchise; and the WaterBabies® doll brand. Key licensed properties include Eidos Interactive's *Tomb Raider* and Acclaim's *Turok*.

- ends -

CONTACT: GOLIN/HARRIS

Stacey Gomoljak/Emily Killmer/Ron Antonette (213) 623-4200,
playmates@golinharris.com